



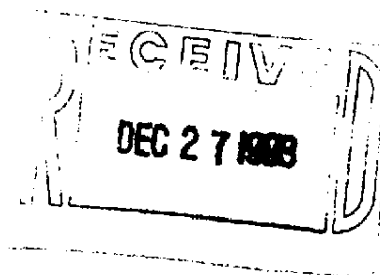
CONFIDENTIAL

MERCHANDISING COMMAND CENTER

1-3-94

TO: All DM's
Entry's
All Reps

MERCHANDISING STATUS
12/16/93 COMMUNICATION #79



Mailed to CAM's, DM's, RM's/Distributed to Internal Management

Attached please find a PM presentation made to a small chain in NASA. The presentation is important because it articulates very well PM's attitude toward the retailer and other tobacco companies.

After reading the presentation, you will understand that the author has interpreted 1994 Masters very literally, and is presenting the program to retailers in this manner. We believe other retailers may be interested in the content of this presentation. Even though Masters may not have been presented in this format to them, it is important to point out to retailers that the attached is PM's intentions with Masters.

RBG:12/16/93

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